

## Ozone Alert!

### Summer Campaign Targets Employers

**R**educing the number of cars on the road during high-pollution advisory days is the goal of a new "Ozone Alert" program that seeks cooperation from more than 1200 Valley businesses.



Employees would be encouraged to stay out of their cars on high risk days through the Ozone Alert program

The program, initiated by Governor Jane Dee Hull and funded by the Maricopa Association of Governments (MAG), is designed to avoid any ozone violations this summer in the Valley. The Valley has made it through two consecutive years without an ozone violation. If the region can go one more year without any exceedances, Arizona can request that the federal government remove the

Valley's "serious" designation for one-hour ozone. A violation of the one-hour ozone standard occurs when the average ozone reading at an air monitor exceeds the set standard during any one-hour period.

"This year we have the opportunity — and challenge — to achieve a third consecutive year with no violations of the ozone one-hour standard," said Governor Hull. "I believe we can make this happen if businesses, government and the driving public join together to take specific actions when we have High Pollution Alert days."

The plan is simple. Employers with existing trip reduction programs will be notified the day BEFORE an expected High Pollution Alert day. They will be asked to do whatever they can to reduce the number of employee vehicles coming into a facility the next day by at least 10 percent.

"This can be accomplished by having employees carpool, ride

the bus, telecommute, or work a compressed week," said MAG Executive Director James M. Bourey. "There are many options for organizations to make sure that ten percent of the organization's workforce isn't on the road, contributing to the ozone pollution." Bourey says the MAG Regional Council voted unanimously to fund the campaign as part of an ongoing commitment to improve air quality in the region.

Ground level ozone is created when sunlight reacts with hydrocarbons and other contaminants in the air. The contaminants that contribute most to this process come from vehicle emissions, gas-powered garden equipment, evaporating solvents and dry cleaners. Ozone pollution occurs most often in the summer months when the sun is bright and breezes are few. Ozone is a severe irritant, responsible for choking, coughing, and stinging eyes. Ozone

**Ozone Alert continued on page 3**

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Tempe Mayor  
Neil G. Giuliano

## From the Chair


For more than 30 years, the Maricopa Association of Governments has diligently worked to meet the rapidly growing demands of our region. While we celebrate the successes of the past, we must continue to affirm our commitment to the spirit of our founding members. When MAG was formed in 1967, the elected officials recognized the need for long-range planning and policy development on a regional scale. They realized then, as we do now, that many important issues affect our citizens beyond the borders of our individual jurisdictions.

Our region presently is growing by more than 80,000 residents per year. This growth directly impacts many regional issues, such as air quality. In accordance with the 1990 Clean Air Act Amendments, MAG has submitted carbon monoxide, ozone and particulate plan revisions to the Arizona Department of Environmental Quality and the U.S. Environmental Protection Agency.

In addition to the preparation of these specific air quality plans, MAG also pursues a number of other ongoing activities regarding air quality, including the identification and assessment of the sources and magnitude of various pollutants. As a Regional Council, we must remain committed to seeking the best, most appropriate and effective measures to address all of our air quality challenges.

In recent years, our region has made great strides toward improving our air quality, particularly regarding reducing carbon monoxide pollution. In 1997 and 1998, the region had no exceedances of the carbon monoxide standard. But we must continue to fight this good fight.

Our desert environment continues to present major challenges regarding particulate pollution. MAG's plan includes dozens of committed control measures designed to reduce particulate pollution. Together, these control measures should help to reduce average daily particulate emissions by more than 40% by the year 2006. All MAG members must work together to help advance and attain these goals.

In fact, MAG was founded on this principle of cooperation. And so we must continue to work toward more than just co-existing. With air quality, as with the many other issues for which MAG is directly and appropriately responsible, we must remain committed to solving our regional problems with common sense and dedication, for the good of all of our citizens. 

## REGIONAL council members

◆ Mayor Neil G. Giuliano	Tempe, <i>Chair</i>
◆ Mayor Skip Rimsza	Phoenix, <i>Vice-Chair</i>
◆ Mayor John Keegan	Peoria, <i>Treasurer</i>
Mayor Thomas Morales	Avondale
Mayor Dusty Hull	Buckeye
Mayor Hugh Stevens	Carefree
Mayor Tom Aughterton	Cave Creek
◆ Mayor Jay Tibshraeny	Chandler
Mayor Cel Arias	El Mirage
Mayor Sharon Morgan	Fountain Hills
Mayor Chuck Turner	Gila Bend
Governor Mary Thomas	Gila River Indian Community
Mayor Cynthia Dunham	Gilbert
◆ Mayor Elaine M. Scruggs	Glendale
Mayor William Arnold	Goodyear
Mayor Frances Osuna	Guadalupe
Mayor Colin Barleycorn	Litchfield Park
Supervisor Don Stapley	Maricopa County
Mayor Wayne Brown	Mesa
Mayor Edward F. Lowry	Paradise Valley
Mayor Mark Schnepf	Queen Creek
President Ivan Makil	Salt River Pima-Maricopa Indian Community
Mayor Sam Kathryn Campana	Scottsdale
Mayor Joan Shafer	Surprise
Mayor Adolfo Gamez	Tolleson
Mayor Dallas Gant	Wickenburg
Mayor Donald J. Needham	Youngtown
F. Rockne Arnett	Arizona Department of Transportation
Bill Beyer	Citizens Transportation Oversight Committee
◆ Executive Committee Members	



MAGAZine is a quarterly newsletter of the Maricopa Association of Governments that addresses the issues and concerns of the cities, towns and tribal communities of Maricopa County. If you know of a friend or colleague who would like to receive MAGAZine, please call the MAG office, 254-6300.

**Neil G. Giuliano**  
Mayor of Tempe  
*Chairman*

**James M. Bourey**  
*Executive Director*

**Kelly Taft**  
*Editor*

**Gordon Tyus**  
*Graphic Design*



# Court Conformity Ruling Creates Challenges

**B**illions of dollars worth of transportation projects around the nation could be brought to a screeching halt under a recent air quality court ruling issued by a federal court in Washington, D.C.

The decision, issued March 2<sup>nd</sup> by the U.S. Court of Appeals for the District of Columbia, has left many transportation and environmental agencies scrambling to figure out its implications, which could be significant for regions that are classified as “non-attainment” areas. An area is classified as non-attainment by the Environmental Protection Agency (EPA) if it fails to meet certain air quality standards set forth by the Agency. The Maricopa County area is currently classified as “a serious non-attainment area” for ozone, carbon monoxide and particulate pollution.

Non-attainment areas must show that their transportation programs and plans conform with state air quality plans called State Implementation Plans (SIPs), which must be approved by the EPA. If “conformity” with these air quality plans is not demonstrated, the non-attainment area may suffer a “conformity lapse.”

The Court ruled that the section of EPA’s transportation conformity regulation that permits regionally significant highway projects to proceed during a conformity lapse of a Long Range Transportation Plan (Plan) or Transportation Improvement Program (TIP) violates the Clean


Air Act and must be stricken. The Court further found that the section that permits conformity determinations to be made using submitted, but not yet approved, emissions budgets is inconsistent with the law and must be amended to be based only on emissions budgets contained in approved SIPs. And, in what may be the most severe move of all, the Court overturned “grandfather” provisions which previously protected projects already under construction.

“This means that if an area is in a conformity lapse, no regionally significant, federally-funded or non-federally funded project will be able to proceed,” said Lindy Bauer, Environmental Manager for the Maricopa Association of Governments. “Even projects under construction could potentially be halted, depending on how strictly the law is interpreted. We are looking at the ruling carefully to see what impact it will have on our TIP and Plan,” she said.

In Atlanta, for example, which has been in a conformity lapse for an extended period of time, action on \$1.3 billion worth of highway projects is likely to be stopped.

“There are a number of projects we consider substantial that are up in the air right now,” said Joe Padilla, spokesman for the Atlanta Regional Commission. “Our understanding is that if a project has broken ground, it can go forward. Other projects will need to be pushed into future fiscal

years, until we can come up with an approved conformity plan.”


Ironically, even supporters of the Environmental Defense Fund, which brought the case, are concerned the ruling may go too far. If too many urban areas suffer, it could lead to a major push to reopen the Clean Air Act and other congressional changes not desired by environmental groups. A complete understanding of the effects of this ruling will only be known when EPA rewrites the conformity regulations. 

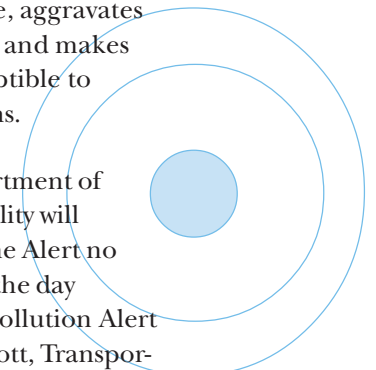


## Ozone Alert! Cont. from page 1

damages lung tissue, aggravates respiratory disease, and makes more people susceptible to respiratory infections.

“The Arizona Department of Environmental Quality will announce the Ozone Alert no later than noon on the day preceding a High Pollution Alert day,” said Randi Alcott, Transportation Demand Manager with the Regional Public Transportation Authority. “Participating businesses will be asked to implement their plans that identify the employees who will leave their vehicles at home the following day. If it works as intended, the next day there will be a decrease in the number of commuters on the road.”

If your company has not yet registered to be part of the Governor’s Ozone Alert Program, call (602) 262-7433 to join the fight against summer ozone pollution. 



# Nominees Vie for Desert Peaks Awards

Excellence in regional cooperation will once again be in the spotlight at the Maricopa Association of Government's Desert Peaks Awards evening June 23, 1999.

Sixty-one nominees will vie for five prestigious regional awards, an increase over last year's inaugural entries. The awards are designed to honor excellence in regional cooperation between MAG member agencies, citizens, public agencies and the private sector.




**James M. Bourey**  
MAG Executive  
Director

"We feel it is vitally important to recognize those individuals and entities who have demonstrated a commitment to promoting, recognizing, demonstrating and attaining the ideals of regionalism," said MAG Executive Director James Bourey. "When communities unite to solve common problems, it strengthens the region and improves the quality of life for us all."



"We are delighted  
with the exceptional  
nominations we  
received."

The Desert Peaks Awards recognize outstanding achievement in five categories: Regional Excellence; Regional Partnership; Public-Private Partnership; Public Partnership; and Distinguished Service.

"We are delighted with the exceptional nominations we received," said Bourey. "We are equally gratified to have such a prestigious panel of judges to make what will undoubtedly be some difficult choices." 

## Desert Peaks 1999 Judges

**The Honorable Carolyn Allen**  
State Representative,  
District 28,  
House of Representatives

**Grady Gammage**  
Attorney at Law,  
Gammage and Burnham

**Robert Hollis**  
Division Administrator,  
Federal Highway  
Administration

**Dean John Meunier**  
Dean of the College of  
Architecture and  
Environmental Design,  
Arizona State University

**Sara Moya**  
1998 Desert Peaks Award  
Recipient

**Jackie Vieh**  
Director,  
Department of Commerce

## If You Go...

**Who:**  
Maricopa Association of  
Governments

**What:**  
1999 Desert Peaks Awards, in  
conjunction with the Regional  
Council Annual Meeting

**When:**  
**June 23, 1999**  
Regional Council  
Meeting ..... 5:00 p.m.  
Reception ..... 6:00 p.m.  
Dinner ..... 7:00 p.m.  
Awards ..... 8:00 p.m.

**Where:**  
**Phoenix Airport Marriott**  
1101 N. 44th St.  
(N. of 202 overpass, between  
Van Buren and McDowell)

**Why:**  
To honor excellence in  
regional cooperation

**How to respond:**  
Call (602) 254-6300 to receive  
an invitation. RSVP by June 4.

**Cost:**  
\$35 per person



# Making the Census Count

With each housing unit worth an estimated \$10,000 in federal and state funds in the decade after the census, any effort that cities make to prevent undercounting in Census 2000 is undoubtedly a wise investment. So what can municipalities do to ensure a more accurate count?

Local governments have a tremendous opportunity to assist in achieving a successful census, according to MAG Executive Director James M. Bourey.

“One way local governments can help achieve a more accurate count is to assist the Census Bureau in updating its address files,” said Bourey, who also serves as the representative of the International County/City Management Association of the U.S. Commerce Secretary’s Census 2000 Advisory Committee. “It is very important for cities to review the files carefully, since they will be used to mail or deliver census questionnaires to every household in the United States.”

Many cities have already received their address files and provided updated information to the Census Bureau. The Census Bureau will soon begin providing those local governments with a list of discrepancies between their address files, and the latest list of addresses developed by the Bureau. The Bureau will then request that the cities forward the documentation necessary to reconcile the discrepancies.

“It is crucial for local elected

## United States Census 2000


officials to make a concerted effort to dedicate the staff and financial resources necessary to review the address files, and forward any updated information to the Census Bureau within the assigned deadlines,” said Bourey. “If they don’t, they may be putting their city at risk of undercounts, which in turn will result in reduced federal and state revenue.”

In the meantime, Bourey said, significant steps have been taken in another census issue critical to cities — that of so-called “post-census local review.” Post-census local review allows local governments the opportunity to review the household counts, jurisdictional boundaries and other data collected during the census, to identify and reconcile any discrepancies before the tabulation of total population counts for each state.

Bourey recently made several trips to Washington to testify to the House Government Reform Committee on the importance such review has for municipalities. “Many jurisdictions will not have participated in the update of the address file and housing unit count prior to the census,” he said. “Without post-census

local review, those cities will be given their final counts without ever having provided input. Even if entire subdivisions have been missed, there will be no chance to correct the count other than to file an appeal.”

While detractors argue that the program would take too much time and be too costly, supporters of post-census local review point out that in 1990, the program added 500,000 people and placed thousands more in the correct census block nationwide.

“In this region, post-census local review resulted in the addition of nearly 37-hundred housing units, bringing an additional \$36.9 million dollars in federal and state funds to our region,” said Bourey. “You can see why this issue is clearly important to all of us.” 

### Did you know?

- The Census 2000 short form will be the shortest form in 180 years.
- Census results are used to establish local eligibility for government programs.
- By law, the Census Bureau cannot share your answers with others, including welfare agencies, the Immigration and Naturalization Service, the Internal Revenue Service, courts, police and the military. Anyone who breaks this law will receive up to five years in prison and \$5,000 in fines. This policy has not been violated since 1790.

# Videoconferencing: Closing the Distance

When Gila Bend Town Manager Carl Stephani wants to attend a MAG meeting, he must spend as much as three hours on the road for the 120-mile round trip into Phoenix. Some days, the trip just isn't possible due to the demands of his busy schedule. But what if he could just flip a switch and participate — without ever leaving Town Hall?



A manufacturer demonstration of videoconferencing equipment was held May 3 at the Marriot Hotel in Phoenix

That day is coming, thanks to a Teleconferencing and Telecommuting Program being funded by the Maricopa Association of Governments.


"The Town of Gila Bend is very excited about the possibility of using videoconferencing to participate in MAG meetings," said Stephani. "Having the flexibility to attend while remaining in our home community would enable us to significantly increase our level of involvement in regional planning and decision-making. It would allow for more productive use of our staff resources and reduce our travel costs as well." Conversely, he pointed out, consultants in Phoenix could make presentations from MAG headquarters during Gila Bend town meetings, saving the city hours of consultant fees for travel time.

Linking MAG to its member agencies via telecommunications is a key goal of the MAG Teleconferencing and Telecommuting Program, according to MAG Policy and Information Manager Rita Walton.

"Videoconferencing would widen agency participation in regional issues, as well as help communities extend their outreach to citizens who would otherwise be unlikely to travel to MAG meetings," said Walton. "In addition, it would reduce vehicle miles traveled, which in turn reduces congestion and improves air quality."

Walton said the first phase of the project — a study to define videoconferencing requirements for MAG member agencies — is nearing completion. Based on the equipment requirements determined in the study, four manufacturers were invited to demonstrate their products so that different types of videoconferencing equipment could be evaluated. Once a manufacturer has been selected, MAG will be purchasing and deploying the equipment to its member agencies to establish a videoconferencing network.

"Members could be participating via videoconferencing by the end of this calendar year," said Walton.

Town Manager Stephani says he won't mind giving up those long drives to Phoenix. "Well, I might miss listening to my audio books just a little," he jokes. "But I sure won't miss the traffic." 

# Fiscal Honor Awarded to MAG

The Maricopa Association of Governments has received one of the highest awards in the area of government finance. The Government Finance Officers Association (GFOA) of the United States and Canada has awarded MAG the Certificate of Achievement for Excellence in Financial Reporting. According to a news release issued by the GFOA, "the Certificate of Achievement is the highest form of recognition in the area of governmental accounting and financial reporting, and its attainment represents a significant accomplishment by a government and its management."

The Achievement Award was given to MAG for its Comprehensive Annual Financial Report (CAFR), for the fiscal year ended June 30, 1998. The CAFR was judged by an impartial panel to meet the high standards of the program including demonstrating a "spirit of full disclosure" to clearly communicate its financial story and motivate potential users to read the CAFR.

"MAG is only the 15<sup>th</sup> out of 500 Councils of Governments nationwide to ever receive this award," said MAG Fiscal Services Manager Art Rullo. "We are honored to have been awarded the certificate, and we are proud of the accomplishments of our fiscal services team for preparing this outstanding financial report." 

# Transportation Plans Approved Amid Debate

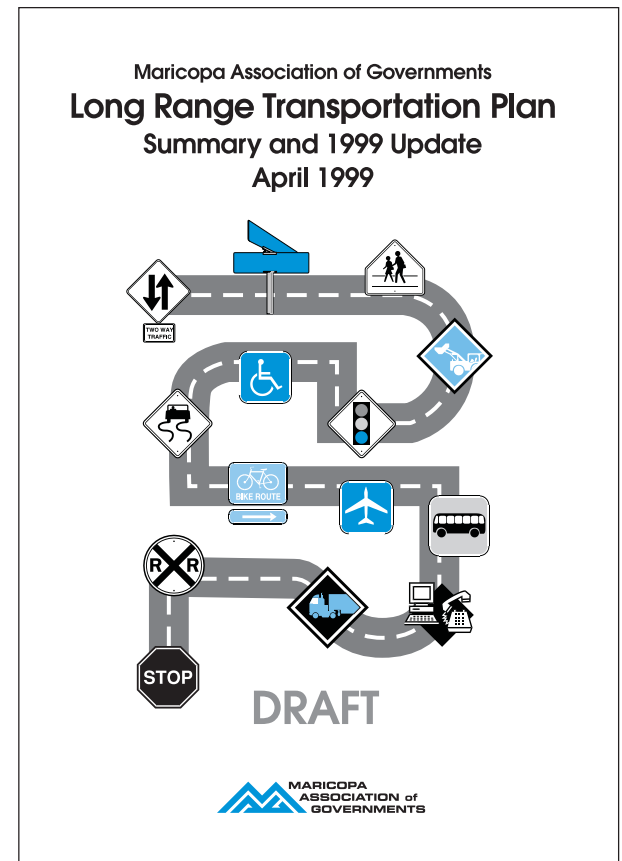
After a thought-provoking debate over how to best manage future congestion, the Maricopa Association of Governments (MAG) Regional Council approved a five-year, \$3.5 billion Transportation Improvement Program (TIP) and a 20-year Long Range Transportation Plan.

The vote came after lengthy dialogue centering on whether the plan should include High Occupancy Vehicle (HOV) Lanes along the Superstition Freeway in Tempe. About a dozen residents from the City of Tempe showed up at the meeting to voice their opposition to the plan, saying that adding the lanes would require widening the freeway near their homes and cause noise and safety concerns.

force Valley citizens to pursue alternative methods of transportation. "What do we do five or six years from now when it's just as congested as it used to be? Let's have that discussion now."


But other council members argued that widening the freeway to create HOV lanes would encourage carpooling and express bus ridership, which they called critical to reducing congestion and improving air quality.

"It seems logical to me we have to have the HOV lanes to move people through our system," Mesa Mayor Wayne Brown commented. Maricopa County Supervisor Don Stapley said that from a regional perspective, connectivity throughout the system is crucial. "The



operation of the entire HOV system, as well as cause significant additional traffic congestion on parallel arterial streets in Tempe. The Council voted 23-3 to approve the program as recommended, including the HOV lanes.

While opinions differed on the issue of widening the Superstition, members agreed on one core issue: that changing the way Valley residents think about using alternative transportation is key to managing future growth.

"How do we want new residents and citizens to approach their travel in the Valley?" asked Mayor Giuliano, who maintained that citizens must find ways to change their transportation habits. "It's time for the largest behavior modification effort in history." 



The MAG Regional Council listens to testimony regarding HOV lanes on the Superstition Freeway.

Also objecting to the widening was MAG Regional Chair and Tempe Mayor Neil Giuliano.

"This is a defining moment in transportation planning," said Giuliano, who stated that rejecting the widening of the freeway would

express bus concept is dependent on a complete HOV system," he said.

MAG Executive Director James Bourey also told the council that removal of the Superstition HOV project would negatively affect the

# Domestic Violence Recommendations

## Call For Regional Approach

When MonaLou Callery arrived at the hospital after a beating by her husband in 1980, emergency room workers never asked if she'd been hit or pushed. Instead, the mother of three had to decide if she would speak up and accuse the person she feared most of nearly choking her to death and causing a fall down a flight of stairs that ripped ligaments in her leg, which would require months of therapy. That day, MonaLou remained silent.



**MonaLou Callery**  
Domestic Violence  
Survivor

There were other times MonaLou did speak up, calling police on more than two dozen occasions following domestic

violence incidents. But only once or twice were police reports taken. She spoke up about the abuse during a court appearance in which she sought an order of protection. The judge didn't want to know if she'd been hurt — he wanted to know where else her husband could stay. She tried to get another judge to listen when she underwent divorce and custody trials, but the issue of domestic violence was not allowed as evidence.

Today, MonaLou is finally being heard. At a public hearing of the MAG Domestic Violence

subcommittee, MonaLou praised a list of 41 recommendations being proposed by the subcommittee, which call for a regionwide response to domestic violence.

"Statistically speaking, as a survivor of domestic violence, I shouldn't be sitting here today based on my experience with the system's failure to protect and intervene on my behalf," MonaLou testified during the hearing. She championed the recommendations, which include multi-disciplinary responses to domestic violence. "If I'd had those police reports that were never written, or the (Child Protective Services) involvement at the time of my custody trial, my children might have been spared the continued emotional and physical trauma they endured," she said. "Every single person in the community is in a key position to make a difference in a coordinated community response."

The 41 recommendations are contained in the MAG Regional Domestic Violence Plan. The Plan is the result of a community-wide effort which included input from over 150 professionals and individuals who spent four months working on the plan. The recommendations follow a year of tragic and brutal slayings in Maricopa County which left 30 women, eight men and one

unborn child dead following domestic violence incidents. The murders left 66 children without mothers and seven without fathers. One victim, Laura Munoz, a mother of six, attempted to escape the violence in her home, but found that all of the Valley's domestic violence shelters were full. She was forced to remain in her home, where she was stabbed to death by her husband in front of the children.

The death of Laura Munoz led the MAG Regional Council to request that the MAG Human Services Committee develop a coordinated regional response to domestic violence.

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**"A regional approach is  
a rational approach."**

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"A regional approach is the rational approach," said Tom Canasi, Social Services Administrator for the City of Tempe and Chair of the MAG Human Services Technical Committee. "There are no borders to prevent domestic violence. It crosses all ages, incomes, races, ethnic groups and city boundaries. A coordinated, consistent approach by all Valley jurisdictions is necessary to make an impact on a crime which leads to nearly 100,000 police calls every year in Maricopa County."

The 41 recommendations fall into four categories: Prevention and Early Intervention; Crisis and Transitional Response; Long Term Response; and System Coordination and Evaluation.

**Domestic Violence  
continued on page 9**



# Y2K Forum Brings Cities Together

Preparing for disruptions which might occur because of the Year 2000 (Y2K) computer problem has become a high priority for many Valley communities. Ensuring that city services continue without interruption, and communicating reliable information to citizens to prevent undue panic, are of vital concern to local governments.

On April 22, 1999, the Maricopa Association of Governments convened the first in a series of forums dealing with issues surrounding the Y2K computer bug. MAG Executive Director James Bourey said the workshops are being offered to give cities the chance to share information, ideas, questions, and best practices for dealing with Y2K issues.


"These roundtable-type discussions were recommended by a number of city managers who believe, as we do, that a coordinated, regional approach

to the Y2K crisis makes the most sense," said Bourey.

The Year 2000 technology problem was created when early programmers, to save hard drive space, used a two-digit code for year dates — such as "97" for "1997." When the year 2000 comes, programs that have been coded with two-digit year codes won't be able to distinguish between the years 2000 and 1900, reading them simply "00." Theoretically, the bug could affect areas such as utilities and the national power grid, international banking and finance, health care, transportation, telecommunications, pension and mutual funds, general business and emergency services. However, governments, industries and businesses are taking actions to reduce the problem.

The first MAG forum featured presentations by three speakers. Danny Murphy, Director of the

Information and Technology Department for the City of Phoenix, reported on some of the significant strides taken by the city in addressing Y2K issues. Toni Maccarone, Public Information Officer for the City of Phoenix, explained how public information representatives across the Valley were working together to provide accurate and consistent information to the public and to answer citizens' most frequently asked questions. Roy Levenda, Chairman of the MAG 9-1-1 Oversight Committee, discussed regional efforts to address any impact on fire and emergency services.

Future forums will focus on how the Y2K problem may affect banking, utilities, health care, pharmaceutical companies, grocery stores, human services, and police, as well as how to prepare for potential legal issues. 

For more information, please contact Kelly Taft at (602) 254-6300.



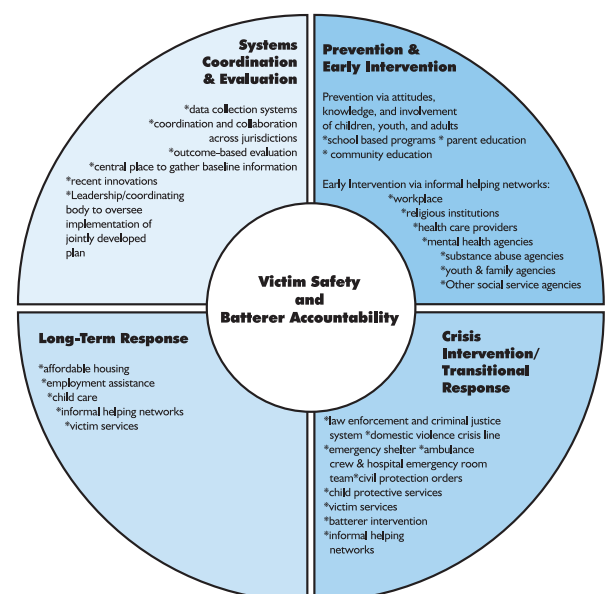
**Roy Levenda,**  
Chairman of the  
MAG 911 Oversight  
Committee,  
discusses Y2K  
concerns.

## Domestic Violence Cont. from page 8

They include such measures as developing and implementing employer/employee domestic violence workplace protocols; standardizing training for criminal justice personnel; implementing a coordinated data collection and retrieval system to track offenders; teaching children about conflict resolution and anger management; instituting a comprehensive long term case management system for victims; creating standards for the

provision of services to victims; and more.

"The Maricopa Association of Governments created this forum and developed these outstanding recommendations," MonaLou said in closing her testimony. "I challenge every one in their community to at least take a look at these recommendations and implement one recommendation at a time." 



# Valley Vision 2025:

## Making a Good Effort Better

As a major phase of the Valley Vision 2025 project nears completion, the Valley Vision 2025 Committee is looking at ways to reach additional segments of the community during the next phase of the visioning process.

VALLEY VISION  
2025  
*alternatives, choices, solutions*

"The participation we've had in this effort to date has been tremendous," said Valley Vision Co-chair Richard Thomas. "Hundreds of citizens across the Valley have provided their insight on what they would like to see this region become by the year 2025. We've also had significant input from dozens of highly committed subcommittee members. But as we were approaching the end of a crucial phase of this process, we also realized that we haven't been able to engage every community effectively in this effort," he said.

Thomas said that after reviewing the project, the committee determined that "some retooling" was in order before moving on to the next step. "We want to establish a process that identifies the values and goals of the citizenry as part of its overall framework," he said. "We're committed to making Valley Vision 2025 representative

of all residents in this region, and we're confident we can redesign the process to make sure we achieve all of our goals for this Vision," he said.

Thomas' comments come as the Valley Vision 2025 Committee wraps up work on nine "draft vision" reports based on specific issue areas, including Cultural, Economy, Education, Human Services, Natural Features, Public Safety/Civic Infrastructure, Public Utility/Governance, Transportation, and Urban Features. The reports, which were presented to the Committee in April, utilized input from hundreds of community members who participated through 13 community-based collaborative groups. The reports also incorporated input from dozens of stakeholders who served on the nine thematic subcommittees.



Valley Vision 2025 Committee Members

Thomas said that once the reports are finalized, they will form the basis of a "Draft Vision" which will be taken back to the community for further response and input. "This 'Draft Vision' will be used to initiate additional dialogue to determine whether we are on target," said Thomas.



Doug Henton of Collaborative Economics offers his recommendations

To help in the redesign effort, the Valley Vision 2025 Committee voted to hire consultant Doug Henton of California-based Collaborative Economics. Henton was a lead consultant in "Silicon Valley 2010," a successful visioning effort which many Valley Vision members believe can serve as a framework model. A steering committee will meet with Henton to define a strategy for the next phase of the process.

"Our goals are to develop a project framework with a point of view, create a process road map, and expand the public-private partnership that sponsors the effort," said Henton. "We will look at ways in which the Visioning effort can reach out to private business, civic leaders, and those segments of the population who have not yet provided their input."

Valley Vision 2025 is a public/private partnership initiated by the Maricopa Association of Governments to form a vision of what the Valley should become by the year 2025. 

For more information, visit the Valley Vision 2025 Web site at [www.mag.maricopa.gov/vv2025](http://www.mag.maricopa.gov/vv2025)

# MAG Unveils Recycling Program

## Help For Solid Waste Planners

What areas of an individual community generate the most garbage? How much cardboard gets thrown into landfills instead of being recycled? How much money could a city generate by recycling all of the recyclable materials in its waste stream?

These are just some of the questions that can be answered through the Maricopa Association of Governments' Regional Recycling Information Exchange (RRIE) Project. Funded through a grant from the Arizona Department of Environmental Quality, the project seeks to provide cities, solid waste planners and the public with information that will help communities develop viable recycling programs. Solid waste typically refers to garbage and refuse picked up from residential and commercial areas, which might otherwise end up in landfills.

According to MAG Environmental Planner Drenan Dudley, the Regional Recycling Information Exchange project has four main goals: to encourage the development of recycling programs, to establish a recycling Web site, to hold regional forums to discuss recycling and solid waste issues, and to provide a database to help track solid waste in Maricopa County. That database, the Solid Waste Information Management System (SWIMS), has been set up to analyze recycling trends and solid waste systems.


Dudley says SWIMS incorporates socioeconomic, waste generation, waste disposal and recycling information to help planners examine the factors involved in waste management and determine how they impact the waste stream.

"One of the unique qualities of the SWIMS system is that it is flexible and you can input data based on a variety of scenarios," says Dudley. "Communities can use the SWIMS database to better manage their solid waste systems, improve recycling programs, save money and generate revenue."

For example, cities could determine how much they could save each year in tipping fees (fees collected at the landfill for each truckload of waste) if they

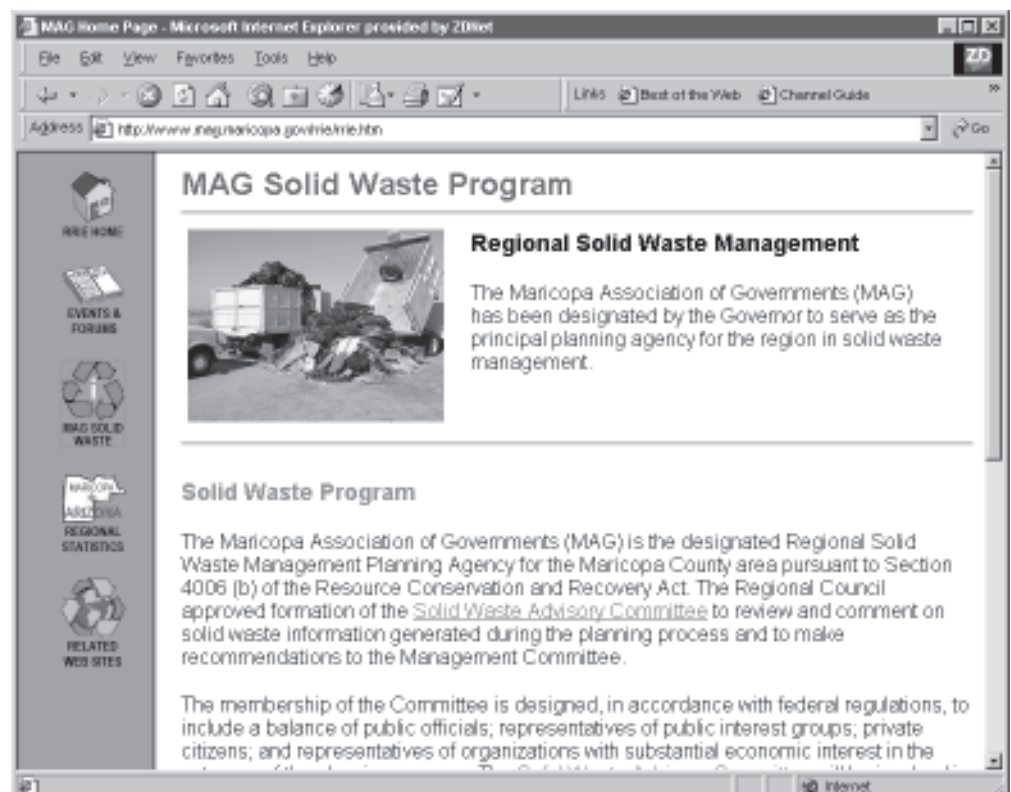


recycled all of the material possible in their municipalities.

Another aspect of the exchange program is a recycling Web site. The Web site provides regional information for MAG member agencies about recycling issues and could be used as a link between governments, businesses and nonprofit organizations involved in solid waste management. 

**Drenan Dudley** explains how cities can benefit from the recycling program

The RRIE Web address is [www.mag.maricopa.gov/rrie/rrie.htm](http://www.mag.maricopa.gov/rrie/rrie.htm)



# EVENTS

## Calendar

# MEETINGS

## Times

# 1989

## May, June, July

May	June	July
<b>4<sup>th</sup></b> 1:00 PM, Intelligent Transportations Systems Committee <b>5<sup>th</sup></b> 1:30 PM, Standard Specifications and Details Committee <b>5<sup>th</sup></b> 9:00 AM, Valley Vision 2025 Public Utilities/Governance and Urban Form Subcommittees <b>6<sup>th</sup></b> 9:00 AM, Human Services Technical Committee <b>6<sup>th</sup></b> 10:00 AM, Telecommunications Advisory Group <b>7<sup>th</sup></b> 10:30 AM, ADOT/MAG Executive Committee Partnering Session <b>10<sup>th</sup></b> 1:30 PM, Park and Ride Stakeholders <b>11<sup>th</sup></b> 1:30 PM, Street Committee <b>12<sup>th</sup></b> 12:00 PM, Management Committee <b>13<sup>th</sup></b> 1:30 PM, Air Quality Technical Advisory Committee <b>13<sup>th</sup></b> 1:30 PM, Solid Waste Technical Advisory Committee <b>17<sup>th</sup></b> 2:00 PM, Transportation Enhancement Fund Workshop <b>18<sup>th</sup></b> 1:00 PM, Regional Bicycle Task Force <b>19<sup>th</sup></b> 10:00 AM, Intelligent Transportation Systems Committee <b>19<sup>th</sup></b> 2:00 PM, Building Codes Committee <b>20<sup>th</sup></b> 8:30 AM, Population Technical Advisory Ad Hoc Subcommittee <b>20<sup>th</sup></b> 10:00 AM, Population Technical Advisory Committee <b>20<sup>th</sup></b> 12:00 PM, Human Services Coordinating Committee <b>20<sup>th</sup></b> 2:00 PM, 911 Oversight Committee <b>20<sup>th</sup></b> 6:00 PM, Air Quality Public Hearing <b>25<sup>th</sup></b> 10:00 AM, Transportation Review Committee <b>26<sup>th</sup></b> 5:00 PM, Regional Council <b>27<sup>th</sup></b> 10:00 AM Telecommunications Advisory Group <b>27<sup>th</sup></b> 12:00 PM, Youth Policy Advisory Committee	<b>1<sup>st</sup></b> 4:00 PM, Transportation/Air Quality Open House <b>1<sup>st</sup></b> 6:00 PM, Transportation/Air Quality Public Hearing <b>2<sup>nd</sup></b> 9:00 AM, Valley Vision 2025 Public Utilities/Governance and Urban Form Subcommittees <b>2<sup>nd</sup></b> 11:00 AM, Valley Vision 2025 Committee <b>2<sup>nd</sup></b> 1:30 PM, Standard Specifications and Details Committee <b>3<sup>rd</sup></b> 11:00 AM, Valley Vision 2025 Human Services Subcommittee <b>3<sup>rd</sup></b> 1:30 PM, Air Quality Technical Advisory Committee <b>8<sup>th</sup></b> 1:30 PM, Street Committee <b>8<sup>th</sup></b> 2:00 PM, Desert Spaces Plan Implementation Task Force Design Guidelines Subcommittee <b>9<sup>th</sup></b> 9:00 AM, Regional Council Transportation Subcommittee <b>9<sup>th</sup></b> 12:00 PM, Management Committee <b>10<sup>th</sup></b> 11:00 AM, Valley Vision 2025 Human Services Subcommittee <b>15<sup>th</sup></b> 1:00 PM, Regional Bicycle Task Force <b>16<sup>th</sup></b> 10:00 AM, Intelligent Transportation Systems Committee <b>16<sup>th</sup></b> 2:00 PM, Building Codes Committee <b>17<sup>th</sup></b> 8:30 AM, Population Technical Advisory Ad Hoc Subcommittee <b>17<sup>th</sup></b> 10:00 AM, Population Technical Advisory Committee <b>17<sup>th</sup></b> 12:00 PM, Human Services Coordinating Committee/Human Services Technical Advisory Committee <b>21<sup>st</sup></b> 10:00 AM, Transportation Review Committee <b>23<sup>rd</sup></b> 5:00 PM, Regional Council/Desert Peaks Awards Evening <b>24<sup>th</sup></b> 10:00 AM, Telecommunications Advisory Group <b>4<sup>th</sup></b> 1:00 PM, Intelligent Transportations Systems Committee Strategy Plan	<b>1<sup>st</sup></b> 9:00 AM, Human Services Technical Committee <b>7<sup>th</sup></b> 9:00 AM, Valley Vision 2025 Public Utilities/Governance and Urban Form Subcommittees <b>7<sup>th</sup></b> 11:00 AM, Valley Vision 2025 Committee <b>7<sup>th</sup></b> 1:30 PM, Standard Specifications and Details Committee <b>8<sup>th</sup></b> 11:00 AM, Valley Vision 2025 Human Services Subcommittee <b>8<sup>th</sup></b> 1:30 PM, Air Quality Technical Advisory Committee <b>13<sup>th</sup></b> 1:30 PM, Street Committee <b>14<sup>th</sup></b> 9:00 AM, Regional Council Transportation Subcommittee <b>14<sup>th</sup></b> 12:00 PM, Management Committee <b>15<sup>th</sup></b> 8:30 AM, Population Technical Advisory Ad Hoc Subcommittee <b>15<sup>th</sup></b> 10:00 AM, Population Technical Advisory Committee <b>15<sup>th</sup></b> 12:00 PM, Human Services Coordinating Committee <b>20<sup>th</sup></b> 1:00 PM, Regional Bicycle Task Force <b>21<sup>st</sup></b> 10:00 PM, Intelligent Transportation Systems Committee <b>21<sup>st</sup></b> 2:00 PM, Building Codes Committee <b>27<sup>th</sup></b> 10:00 AM, Transportation Review Committee <b>28<sup>th</sup></b> 5:00 PM, Regional Council

*The dates, times and locations of all meetings may change. Other committees not listed here may meet during these months. Please call 254-6300 for confirmation.*

All meetings, unless indicated otherwise will be held in the conference rooms located in the MAG offices on the second floor of the Arizona Bank Building, 302 N. 1st Avenue. Parking is available under the building. Please ask for parking validation.